IN THE CLAIMS

Please amend the claims as follows:

1-49.   (Cancelled)

50.   (Currently Amended) A method comprising:

splitting a first portion and a second portion of a frame of a video signal into a plurality of segments; and

~~modulating the video signal with auxiliary data by altering a pixel value of a plurality of pixels of at least one of a selected segment of the first portion or the second portion for the plurality of segments, the modulated video signal including a plurality of data bits encoded within the frame~~

altering the pixel value of the plurality of pixels of at least one first portion segment of the plurality of segments of the first portion; and

altering the pixel value of the plurality of pixels of at least one second portion segment of the plurality of segments of the second portion based on the altering of the pixel value of the plurality of pixels of the at least one first portion segment of the first portion, the at least one second portion segment not including the at least one first portion segment,

wherein the altering of the pixel value of the first portion and the second portion modulates the video signal with auxiliary data.

51-55. (Cancelled)

56.   (Previously Presented)   A method comprising:

obtaining a frame of a video signal from a display device; and

determining whether auxiliary data is present in the frame by performing a field comparison on a plurality of segments of a first field and a plurality of corresponding segments of a second field for the frame.

57.   (Currently Amended) The method of claim 56, wherein ~~wherein~~ the field comparison includes:

      subtracting intensity of the plurality of corresponding segments of the second field from the plurality of segments of the first field,

      subtracting the intensity of the plurality of segments of the first field from the plurality of corresponding segments of the second field, or

      combinations thereof.

58.   (Previously Presented)   The method of claim 57, further comprising:

      decoding a logic one as the auxiliary data when a segment of the first field is encoded and a corresponding segment of the second field is not encoded; and

      decoding a logic zero as the auxiliary data when the segment of the first field is not encoded and the corresponding segment of the second field is encoded.

59.   (Previously Presented)   The method of claim 57, further comprising:

      decoding a logic one as the auxiliary data when a corresponding segment of the second field is encoded and a segment of the first field is not encoded; and

      decoding a logic zero as the auxiliary data when the corresponding segment of the second field is not encoded and the segment of the first field is encoded.

60-71. (Cancelled)

72.   (Previously Presented)   The method of claim 57, further comprising:

      providing a benefit to a user based on the determining of the auxiliary data.

73.   (Previously Presented)   The method of claim 72, wherein the benefit is textual information, a prize, a coupon, a game, a special access privilege, or combinations thereof.

74-80. (Cancelled)

81.   (Currently Amended) The method of claim 57, further comprising:

        seeking and synchronizing to a vertical retrace period of the video signal[[;]],

        wherein the determining of whether the auxiliary data is present is in accordance with the

synchronizing to the vertical retrace period.

82.   (Previously Presented)   The method of claim 81, wherein seeking and

synchronizing to the vertical retrace period of the video signal comprises:

        seeking a first display section of a picture presented on a display device is black;

        waiting a sufficient amount of time for a vertical refresh of the picture;

        determining if a second display section of the picture presented on the display device is

black;

        looking beyond the first display section when the picture presented on the display device

for the second display section is not black; and

        locking on a vertical retrace period when the second display section is black.

83.   (Previously Presented)   The method of claim 82, further comprising releasing the

lock on the vertical retrace period after a few seconds.

84-91. (Cancelled)

92.   (Previously Presented)   The method of claim 50, wherein the first portion is a first

field of the frame and the second portion if a second field of the frame.

93.   (Previously Presented)   The method of claim 50, wherein the plurality of segments

is split into equal sized segments.

94.   (Previously Presented)   The method of claim 50, wherein the pixel value is

intensity.

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111
Serial Number: 10/676,940
Filing Date: October 1, 2003
Title: METHOD AND APPARATUS FOR MODULATING A VIDEO SIGNAL WITH DATA

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95.   (New) The method of claim 50, wherein the first portion is a first field of the frame and the second portion is a second field of the frame.

96.   (New) The method of claim 50, wherein a particular segment of the plurality of segments of the first portion and the second portion represents a bit of data.

97.   (New) The method of claim 50, wherein the altering of the plurality of pixels of the at least one first portion segment is encoded in a pixel pattern, further comprising:

        altering the plurality of pixels of the at least one first portion segment of the second portion in an inverse pixel pattern to the pixel portion.